GOVERNMENT OF INDIA
TEXTILES
LOK SABHA

UNSTARRED QUESTION NO:3837
ANSWERED ON:21.04.2008
MARKETING AND EXPORT PROMOTION SCHEME FOR HANDLOOM SECTOR
Jagannath Dr. M.;Rathod Shri Harisingh Nasaru

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government has launched a marketing and Export Promotion Scheme for the Handloom sector;

(b) if so, the aims and objectives thereof;

(c) the funds allocated and released under the said scheme during each year of the Eleventh Plan Period; and

(d) the target fixed and achieved regarding quantum and value of exports of cotton handloom products during each year of Tenth Plan Period, country-wise?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TEXTILES (SHRI E.V.K.S. ELANGOVAN)

(a): Yes, Sir,

(b): With a view to develop and promote the marketing channels in domestic as well as export markets and bring about linkages between the two in a holistic and integrated manner, the Government of India has announced "Marketing and Export Promotion Scheme" to the handloom industry after amalgamating the Marketing Promotion Programme and Handloom Export Scheme of 10th Plan. The aims and objectives of the Scheme are:

i. To assist in the domestic marketing of handloom products by organising of the exhibitions at National level, Regional level, State level and District level etc;
ii. To serve as a window for promoting awareness among consumers about the latest designs, varieties of fabrics, technical developments, use of natural dyes etc. in the handloom sector;
iii. To provide permanent marketing infrastructural support to handloom agencies in major cities and towns with a view to creating permanent outlets to make available quality handloom products to the consumers;
iv. To promote the development of a brand of handlooms of national and international importance through Handloom Mark and other measures;
v. To identify and assist suitable handloom cooperative societies & corporations and individual exporters in developing the products that are export-worthy by providing such interventions as engaging of a professional designer for design development, up-gradation of skill, engaging of a professional Marketing Consultant etc.
vi. Market penetration through participation in International Exhibitions, Buyer-Seller Meets including Reverse Buyer-Seller Meets etc. as also publicity and brand development through Handloom Mark and other measures.

(c): The funds approved by CCEA under the scheme during each year of the Eleventh Plan period are given below:

(Rs. in crore)

Year	Outlay under Marketing	Promotion	Export Scheme	Outlay under Handloom	Total Funds released
2007-08	30.00	5.00	35.00	23.43	
2008-09	57.00	5.00	62.00	Rs.13.90 lakh (The financial year just started.)	
2009-10	48.00	5.00	53.00	Not applicable	
2010-11	31.00	5.00	36.00	-do-	
2011-12	39.00	5.00	44.00	-do-	
Total	205.00	25.00	230.00	-do-	

(d): As per the data available, the total value of exports of cotton handloom products during 2002-03 stood at Rs. 2633.27 crores as against the previous year's performance of Rs. 2064 crores However, due to the absence of separate ITC(HS) codes for handloom products, the export data from April 2003 onwards is not available. The Office of Development Commissioner for Handlooms has already taken up the matter for allocation of separate ITC(HC) code for handloom products with the Ministry of Finance and Director General of Foreign Trade, Ministry of Commerce. The Ministry of Finance has yet to notify the code for the handloom products.